C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 2

We're showing 'em "Who's The Boss?"

Columbia Pictures Television
A unit of Columbia Pictures Entertainment Inc

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BETHESDA MD 20814
4520 EAST-WEST HWY
CONGRESSNL INFO SRV **SAMPLE
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58th Year 1989

Sony buys Columbia

Busy week for cable

Broadcasting Oct 2

Vol. 117 No. 14

Cable's who's who and what's what...

Industry's annual September gathering in New York finds cable executives meeting to honor their best, talk shop and hear from FCC's Alfred Sikes. **PAGE 35.**

Sony's new pearl...

Sony Corp. reaches definitive agreement to buy stock of Columbia Pictures for $3.4 billion. **PAGE 36.**

HDTV standard...

In his first statement on emerging high-definition TV technologies since becoming FCC chairman, Alfred Sikes says that at end of testing process, commission will set advanced TV standard. **PAGE 37.**

38/ **TURNER'S OLYMPIC DEAL**
Turner Broadcasting System agrees to pay CBS $50 million to carry winter Olympics in 1992 and 1994.

CBS Sports President Neal Pilson (l), Terence McGuirk, Turner Sports president, view site of 1992 Olympics

39/ **HEAD OF THE CLASS**
Cable industry forms Cable Alliance for Education to encourage medium's use in classrooms.

41/ **KEEPING TABS**
New off-network programs post second-week cumulative gains in Nielsen overnight ratings markets, but numbers are still below last year's.

40/ **PHONY FOOTAGE?**
New York Post questions validity of CBS News pictures purporting to show scenes of Afghanistan war supplied by freelancer.

42/ **JUST SAYING NO**
FCC says conviction for drug trafficking is grounds for revoking or denying broadcast license.

43/ **RADIO RECAP**
From Classic Rock to AC to Country and more, today's radio formats are varied lot, sharing common search for new listeners.

49/ **GRASSROOTS HEARING**
Three major broadcast networks' entertainment presidents meet with Viewers for Quality Television, small but growing watchdog organization of broadcast TV.

50/ **RESURRECTING THE CODE**
National Association of Broadcasters re-evaluate need for voluntary program code.

39/ **CELTICS RADIO**
Week after buying Boston

TV station, Boston Celtics make deal to purchase WEEI(AM).

51/ **FUTURE VIEWING**
Panelists at National Academy of Cable Programing's Fall Forum luncheon offer predictions on where television industry is headed.

52/ **ROCHESTER REPORT**
Broadcasters in Rochester, N.Y., have mixed reactions over ATC's cable channel programed with syndicated and off-network shows.

55/ **HUGO WATCH**
Broadcast stations in path of Hurricane Hugo are, in many cases, sole providers of information, as well as victims of storm.

Charleston after the storm

56/ **SBE IN KC**
High-definition TV, fiber optics and digital tape equipment highlight sessions at Society of Broadcast Engineers' national convention in Kansas City, Mo., this week.

57/ **UP FOR VOTE**
As Senate Commerce Committee prepares to vote on children's television legislation this week, NAB hopes committee will adopt S. 707, bill industry says it can live with.

87/ **POINT PERSON**
Belva Brissett, NAB's senior vice president for regulatory affairs, brings broadcasters' message to FCC.

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BY THE NUMBERS 1

The big three networks posted a combined 71.9 share for premiere week (ended Sept. 24), up from last season's opening week share of 66.8, a week hampered by the writers strike and untried Sunday night time slots taken up by presidential campaign debates. Using calculations based on combined ratings figures, this season's first week delivered 39.3 million households, up from the previous week's 32.3 million households. NBC took the opening week with a 16.7 rating and a 28.1 share. ABC was second with a 13.1/22.2, followed by CBS's 12.9/21.6.

Fifty-three programs made their season premiere during Week 1. ABC's *Wonder Years* (pictured) will premiere and take over its Tuesday night 8:30 slot this week, which was lent to *Doogie Howser, M.D.* during Week 1. The special preview of *Doogie* pulled a 20.7/32 in the slot as the lead-in to *Roseanne*.

Chicken Soup dropped to 14th for the week (see chart) with an 18.4/29, down from second place during Week 52 when *Soup* pulled a 21.8/34. *Roseanne* yielded first place to NBC's *Cosby Show*.

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 1 □ Sept. 18–Sept. 24

Rank		Rtg/shr	Net	Show
1	■	26.1/44	N	*Cosby Show*
2	▼	24.7/38	A	*Roseanne*
3	■	24.1/39	N	*Cheers*
4	■	23.5/42	N	*Golden Girls*
5		23.0/38	N	*Sister Kate, 2d preview*
6		20.7/32	A	*Doogie Howser, M.D., special*
6	■	20.7/33	C	*Murder, She Wrote*
8		20.3/33	N	*Sat. Night Live, 15th Anni.*
9	■	19.6/31	N	*Matlock*
10	■	19.5/32	A	*Who's the Boss?*
11		19.3/38	N	*Bob Hope's Lucy*
12	■	19.2/32	N	*Unsolved Mysteries*
13	▼	18.5/33	C	*60 Minutes*
14	▼	18.4/29	A	*Chicken Soup*
15	■	18.1/31	A	*Growing Pains*
16		17.8/30	N	*Hardball, special*
17	■	17.0/26	C	*Murphy Brown*
18	■	16.4/30	N	*Amen*
19	▼	16.3/28	A	*NFL Monday Night Football*
20	■	16.2/26	C	*Major Dad*
21	■	15.9/24	C	*Famous Teddy Z*
21		15.9/24	C	*Island Son, special*
21	■	15.9/25	N	*NBC Monday Movie*
24	■	15.8/25	N	*Nutt House*
25	▲	15.3/27	N	*NBC Friday Movie*
26	■	15.2/24	A	*ABC Sunday Movie*
27	■	15.1/24	C	*Designing Women*
27	■	15.1/28	A	*Full House*
29		14.6/25	A	*Free Spirit, special*
29	■	14.6/23	C	*People Next Door*
29	■	14.6/25	A	*Perfect Strangers*
32	■	14.4/26	A	*China Beach*
32	■	14.4/23	A	*Doogie Howser, M.D. (No.)*
34	■	14.3/23	N	*ALF*
35	■	14.0/22	N	*Hogan Family*
35	■	14.0/22	C	*Jake and the Fatman*
35	■	14.0/27	N	*227*
38	■	13.9/25	A	*Family Matters*
39	▼	13.8/23	C	*48 Hours*
40		13.7/22	A	*Young Riders, special*
41	■	13.6/23	C	*Newhart*
42	■	13.5/24	C	*Island Son*
43	■	13.3/24	N	*Midnight Caller*
43	■	13.3/24	A	*thirtysomething*
45	■	12.8/23	C	*Dallas*
46		12.7/21	C	*Wolf, special*
47	■	12.6/23	N	*Baywatch*
47	■	12.6/23	A	*20/20*
49	■	12.1/21	A	*PrimeTime Live*
50	■	11.8/18	N	*My Two Dads*
50	■	11.8/21	C	*Wiseguy*
52	■	11.8/19	A	*Young Riders*
53	▼	11.5/21	C	*Paradise*
54	■	11.0/18	C	*Top of the Hill*
55	▼	10.9/17	C	*Rescue: 911*
56	■	10.4/17	A	*Free Spirit*
56	■	10.4/19	C	*Snoops*
58		10.2/15	F	*Married...With Children*
58	■	10.2/18	C	*Tour of Duty*
60	■	10.0/18	A	*Life Goes On*
61	■	9.8/16	A	*MacGyver*
62	■	9.7/16	C	*Peaceable Kingdom*
63	■	9.7/17	N	*Quantum Leap*
63		9.7/15	F	*Totally Hidden Video*
63		9.7/17	C	*Wiseguy, Wed. breakout*
66		9.6/16	F	*America's Most Wanted*
67	■	8.9/15	N	*Sister Kate*
68	■	8.7/14	A	*Homeroom*
69	■	8.6/14	A	*Mission: Impossible*
70	■	8.1/13	C	*Wolf*
71	■	7.6/15	C	*Sat. Night with Connie Chung*
72	■	7.5/12	F	*Alien Nation*
73		6.8/13	A	*ABC College Football*
73	■	6.8/11	F	*21 Jump Street*
75		6.6/12	N	*ALF Takes Network*
76	■	6.5/12	F	*Booker*
77	▼	6.3/12	F	*Cops*
78		5.6/8	F	*Open House*
79	▼	4.4/8	F	*Reporters*
80		3.6/6	F	*Tracey Ullman Show*
81	▼	3.0/5	F	*Beyond Tomorrow*

Source: Nielsen Media Research

Guide to symbols

▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

FREEZE FRAMES: Syndication Scorecard*

Week ended Sept. 17

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, synd. (King World)	12.9	228	99
2	Jeopardy! (King World)	11.8	216	98
3	Oprah Winfrey Show (King World)	9.5	215	99
4	Cosby Show (Viacom)	9.0	203	98
5	Wheel of Fortune, wknd. (King World)	8.2	206	92
6	Star Trek (Paramount Domestic TV)	7.7	227	97
7	Current Affair (20th Century Fox TV)	7.5	183	95
8	Entertainment Tonight (Paramount)	7.0	164	95
9	Donahue (Multimedia Entertainment)	6.7	220	99
10	Remote Control (Viacom)	5.7	139	89
11	Geraldo! (Paramount)	4.9	192	98
12	Superboy (Viacom)	4.8	167	91
13	People's Court (Warner Bros. Domestic TV)	4.7	164	88
14	Friday the 13th (Paramount)	4.6	209	95
14	Rock 'n' Roller Games (Tribune)	4.6	148	95

The following shows were rated, but not ranked

Wrestling Network (Turner Program Services)	7.6	163	91
World Wrestling Federation (WWF)	8.5	238	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes all on air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. ITFS: Instructional TV fixed service. (Source: Nielsen for HH; Source: Nielsen and Broadcasting Jan. issue)

"By the Numbers" continued from page 15

which got a 26.1.44. For CBS, *60 Minutes* moved down from sixth to 13th place with an 18.5.33. During the prior week, *60 Minutes* pulled an 18.8.33. A retrospective of the news show, which also aired during Week 52, mustered only an 8.7.15 when it aired at 8 on Wednesday.

The battle for evening wins was close on two nights, when only 0.1 rating point separated first and second place. CBS's Monday comedy lineup won that night with a 15.4.24.3, squeaking past NBC's 15.3.24.2 evening average. ABC won Tuesday night with an 18.3.30.1 over stiff competition from NBC (17.5.28.9). The second evening squeaker was Wednesday, which NBC took with a 14.9.24.8 over ABC's 14.8.24.9.

Thursday, Friday and Saturday were NBC's winning nights, the closest fight being for Friday, when second-place ABC pulled a 13.9.24.0. Sunday went to CBS's 17.0.27.6. The challenger, NBC, got a 15.4.25.2.

MarketScope

Declines outpaced advancing stocks for the Sept. 20-27 period, as overall, 63 stocks fell in price, against 49 advances and 19 unchanged. The Programing group went against the tide as 13 stocks moved up, 10 fell and six remained unchanged. The biggest mover in this group was Columbia Pictures, which gained 6⅞ on Sony Corp.'s 27-per-share buyout offer. Sony, part of the Equipment & Manufacturing (E&M) group, gained 4⅝ for the seven days. (See story, Top of the Week.) E&M stocks posted 13 declines, nine advances and two unchanged. In other groups, Broadcasting stocks closed out the week with six up, six down and four even. Broadcasting with Other Major Interests (BWOMI) stocks had 16 down, 10 up and three unchanged. The Service group had six down, four up and three unchanged. Cable posted seven advances, 12 declines and one unchanged. Rogers Communications B. The S&P 400 closed out last Wednesday at 393.88, down 1.72 for the week.

Stock Index Notes:

STOCK INDEX 1

BROADCASTING

		Closing Wed Sep 27	Closing Wed Sep 20	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(CCB) Capital Cities/ABC	508	506 1/2	1 1/2	00.29	21	9,143
N	(CBS) CBS	204 7/8	201 5/8	3 1/4	01.61	18	4,840
A	(CCU) Clear Channel	11 1/4	11 3/4	– 1/2	– 04.25	41	43
A	(HTG) Heritage Media	3 7/8	4	– 1/8	– 03.12	-2	139
O	(UCOR) Jacor Commun.	6 3/4	6 3/4		00.00	-6	67
O	(LINB) LIN	108	105 1/4	2 3/4	02.61	60	5,531
O	(OlyCC) Olympia Broadcast	2 1/4	2 1/4		00.00		5
O	(OSBN) Osborn Commun.	13 1/2	14	– 1/2	– 03.57	8	93
O	(OCOMA) Outlet Commun.	27 1/4	27 3/4	– 1/2	– 01.80	40	178
A	(PR) Price Commun.	6 1/8	6 1/2	– 3/8	– 05.76	-5	55
O	(SAGB) Sage Broadcasting	3 3/4	3 3/4		00.00	-3	14
O	(SCRP) Scripps Howard	74 1/4	75 1/4	– 1	– 01.32	38	766
O	(SUNC) SunGroup Inc.	1 5/8	1 5/8		00.00	-2	3
O	(TLMD) Telemundo	5 5/8	5 1/4	3/8	07.14		94
O	(TVXQC) TVX Broadcast	3 3/4	3 1/4	1/2	15.38		27
O	(UTVI) United Television	36 1/8	36	1/8	00.34	51	394

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Sep 27	Closing Wed Sep 20	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(BLC) A.H. Belo	36 3/4	37 3/4	– 1	– 02.64	49	729
N	(AFL) American Family	17 1/2	18	– 1/2	– 02.77	15	1,419
O	(ACCMA) Assoc. Commun.	35 5/8	35 7/8	– 1/4	– 00.69		509
O	(BMAC) BMA Corp.	33	33 1/4	– 1/4	– 00.75	14	319
N	(CCN) Chris-Craft	37 5/8	37 1/8	1/2	01.34	55	894
O	(DUCO) Durham Corp.	31 3/4	31 3/4		00.00	18	267
N	(GCI) Gannett Co.	44 3/8	44 1/4	1/8	00.28	18	7,146
O	(GACC) Great Amer. Comm.	11 1/4	11 1/2	– 1/4	– 02.17	-3	353
N	(JP) Jefferson-Pilot	39 3/8	41 1/2	– 2 1/8	– 05.12	13	1,517
N	(KRI) Knight-Ridder	52 7/8	52 3/4	1/8	00.23	12	2,698
N	(LEE) Lee Enterprises	31 3/4	31 7/8	– 1/8	– 00.39	18	779
N	(LC) Liberty	37 1/8	36 5/8	1/2	01.36	21	311
N	(MHP) McGraw-Hill	73 1/8	73 7/8	– 3/4	– 01.01	18	3,548
A	(MEGA) Media General	38 1/4	38 5/8	– 3/8	– 00.97	956	984
N	(MDP) Meredith Corp.	35 1/8	35 1/2	– 3/8	– 01.05	20	655
O	(MMEDC) Multimedia	99	99		00.00	37	1,114

STOCK INDEX 2

		Closing Wed Sep 27	Closing Wed Sep 20	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
PROGRAMING							
O	(ALLT) All American TV	3 1/8	3 1/8		00.00		3
A	(CLR) Color Systems	1 3/4	2	- 1/4	- 12.50	-1	9
N	(KPE) Columbia Pictures Ent.	26 1/2	20	6 1/2	32.50	1325	2,934
O	(CAVN) CVN Cos.	19 3/4	19 7/8	- 1/8	- 00.62	34	353
S	(DCPU) dick clark prod.	6 1/4	8 1/2	- 1/4	- 03.84	-625	51
N	(DIS) Disney	120 3/8	117 1/4	3 1/8	02.66	29	16,179
O	(FNNI) Financial News	7 1/8	7	1/8	01.78		86
A	(FE) Fries Entertain.	1 3/4	1 7/8	- 1/8	- 06.66	-2	8
O	(GPEC) Gulber-Peters Enter.	12 3/8	11 7/8	1/2	04.21	5	134
A	(HRH) Heritage Entertain.	2 1/8	2 1/4	- 1/8	- 05.55	-6	11
A	(HSN) Home Shopping Net.	3 7/8	4	- 1/8	- 03.12	48	346
N	(KWP) King World	33 3/4	33	3/4	02.27	11	847
O	(KREN) Kings Road Entertain.	9/16	9/16		00.00		2
N	(MCA) MCA	67	62 5/8	4 3/8	06.98	24	4,892
N	(MGM) MGM/UA Commun.	22 1/2	22 3/4	- 1/4	- 01.09	-11	1,135
A	(NHI) Nelson Holdings	15/16	1	- 1/16	- 06.25		32
O	(NNET) Nostalgia Network	1 3/4	1 3/4		00.00	-2	9
N	(OPC) Orion Pictures	33 3/8	21 1/4	2 1/8	10.00	28	407
N	(PCI) Paramount Commun.	57 3/8	53 5/8	3 3/4	06.99	17	6,666
N	(PCC) Petto Communications	3 1/8	3 1/8		00.00		57
N	(PLA) Playboy Ent.	17 3/8	17 1/4	1/8	00.72	-75	163
O	(QNTX) Qintex Entertainment	6 1/2	6 1/8	3/8	06.12		138
O	(QVCN) QVC Network	16 1/2	17 3/4	- 1 1/4	- 07.04	27	166
O	(RVCC) Reeves Commun.	6 1/4	6 1/4		00.00	625	79
O	(RPICA) Republic Pic. 'A'	12	11	1	09.09	171	51
O	(SP) Spelling Entertainment	8 1/2	8 1/8	3/8	04.61	18	281
O	(JUKE) Video Jukebox	5 7/16	5 5/16	1/8	02.35	-25	50
N	(WCI) Warner	64 3/4	64 3/4		00.00	22	10,776
O	(WONE) Westwood One	10 1/4	10 3/4	- 1/2	- 04.65	-14	148
SERVICE							
O	(ADRP) Andrews Group	5 3/4	5 5/8	1/8	02.22	-4	52
O	(BSIM) Burrup & Sims	20 3/4	20 1/4	1/2	02.46	23	331
N	(CQ) Comsat	37 7/8	37 5/8	1/4	00.66	10	631
N	(CDA) Control Data Corp.	18 1/2	18 5/8	- 1/8	- 00.67	-1	773
N	(DNB) Dun & Bradstreet	55 3/4	56	- 1/4	- 00.44	18	10,435
N	(FCB) Foote Cone & B.	30	30 1/8	- 1/8	- 00.41	19	256
O	(GREY) Grey Advertising	153	153		00.00	12	183
O	(IDEX) IDB Communication	7	7 3/4	- 3/4	- 09.67	140	34
N	(IPG) Interpublic Group	35 3/8	35 3/8		00.00	18	1,221
O	(OMCM) Omnicom Group	24	24 1/8	- 1/8	- 00.51	14	502
N	(SAA) Saatchi & Saatchi	14 3/4	15	- 1/4	- 01.66	11	2,359
O	(TLMT) Telematics	2	2		00.00	-33	9
A	(UNIV) Unitel Video	13 7/8	13 3/4	1/8	00.90	22	29
CABLE							
A	(ATN) Acton Corp.	16 3/4	17 7/8	- 1 1/8	- 06.29	5	28
O	(ATCMA) Amer. TV & Comm.	46 1/2	48 1/4	- 1 3/4	- 03.62	67	5,060
O	(CTEX) C-Tec Corp.	24	24 1/2	- 1/2	- 02.04	26	400
A	(CVC) Cablevision Sys. 'A'	44 1/2	45 1/4	- 1 1/8	- 02.48	-5	971
N	(CNT) Contel Corp.	61 1/8	61	1/8	00.20	49	3,436
A	(CTY) Century Commun.	13 3/4	13 7/8	- 1/8	- 00.90	-59	896
O	(CMCSA) Comcast	25 3/4	26 5/8	- 7/8	- 03.28	-19	1,726
A	(FAL) Falcon Cable Systems	20	19 7/8	1/8	00.62	-71	127
O	(JOHN) Jones Intercable	18 3/8	19 1/8	- 3/4	- 03.92	-14	227
T	(MHP.C) Maclean Hunter 'X'	12 7/8	13 1/4	- 3/8	- 02.83	35	940
T	(RCI.A) Rogers Commun. 'A'	128	128		00.00	-216	1,727
T	(RCI.B) Rogers Commun. 'B'	111	110 1/2	1/2	00.45	-168	1,497
O	(TCAT) TCA Cable TV	18 1/4	17 3/4	1/2	02.81	38	441
O	(TCOMA) Tele-Commun.	37 3/8	37 1/2	- 1/8	- 00.33	822	6,594
N	(TL) Time Inc.	139	136 3/4	2 1/4	01.64	26	7,919
O	(UASCA) United Art. Ent. A	21 3/8	22 1/8	- 3/4	- 03.38	-31	2,824
O	(UAECB) United Art. Ent. B	22 1/8	22 1/4	- 1/8	- 00.56	-33	1,461
N	(VIA) Viacom	56	54 5/8	1 3/8	02.51	41	2,986
N	(WU) Western Union	1	1 1/8	- 1/8	- 11.11		43
O	(WSMCA) Westmarc	31	30 1/2	1/2	01.63	-27	480
EQUIPMENT & MANUFACTURING							
N	(ARN) 3M	75 1/4	73 7/8	1 3/8	01.86	13	16,615
N	(ARV) Arvin Industries	19 1/8	19 5/8	- 1/2	- 02.54	28	358
O	(CCBL) C-Cor Electronics	16 3/4	14 1/2	2 1/4	15.51	16	60
N	(CHY) Chyron	4 1/8	3 5/8	1/2	13.79	-29	46
A	(COH) Cohu	10 3/4	11 1/4	- 1/2	- 04.44	7	20
N	(EK) Eastman Kodak	46 3/4	47 5/8	- 7/8	- 01.83	11	15,160
N	(GRL) Gen. Instrument	34 3/4	33 1/2	1 1/4	03.73	12	939
N	(GE) General Electric	56	56 3/8	- 3/8	- 00.66	13	50,529
N	(HRS) Harris Corp.	37	37 1/2	- 1/2	- 01.33	18	1,432
N	(MAI) M/A Com. Inc.	6 1/2	6 7/8	- 3/8	- 05.45	13	155
N	(IV) Mark IV Indus.	17 5/8	18	- 3/8	- 02.08	8	190
O	(MCDY) Microdyne	3 7/8	4	- 1/8	- 03.12	-29	16
O	(MICOM) Midwest Commun.	5 3/4	7	- 1 1/4	- 17.85	19	17
N	(MOT) Motorola	57 7/8	57 3/8	1/2	00.87	15	7,348
N	(OAK) Oak Industries	1 1/4	1 1/4		00.00	10	100
A	(PPI) Pico Products	1 1/8	1 1/4	- 1/8	- 10.00	-1	9
N	(SFA) Sci-Atlanta	21 1/8	20 1/4	7/8	04.32	14	407
N	(SNE) Sony Corp.	61 5/8	56 3/4	4 7/8	08.59	33	17,413
N	(TEK) Tektronix	19 1/4	19 1/2	- 1/4	- 01.28	28	664
O	(TVTK) Television Tech.	9/16	9/16		00.00	56	3
N	(VAR) Varian Assoc.	26 1/2	25 3/8	1/8	00.49	9	526
O	(WGNR) Wegener	3 3/4	4	- 1/4	- 06.25	9	27
N	(WX) Westinghouse	66 1/8	67 1/2	- 1 3/8	- 02.03	11	9,558
N	(ZE) Zenith	14 7/8	14 1/2	3/8	02.58	1487	397
	Standard & Poor's 400	393.59	395.80	-	1.72	-	[illegible]

Wash. Information: (206) 448-9722.

■ **Oct. 22-24**—*North Carolina Association of Broadcasters* annual convention. Speakers include: Larry King, *Larry King Show*, and Kathleen Sullivan, *CBS This Morning*. Grove Park Inn, Asheville, N.C.

Oct. 23—"Washington and Hollywood: It's Time to Join Forces in the War on Drugs," luncheon address by William Bennett, director, Office of National Drug Control Policy, White House, to *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles. Information: (818) 953-7575.

Open Mike

In the eye of the beholder

EDITOR: I write to correct various erroneous assumptions in the "Monday Memo" on indecency by Dr. J. Brian DeBoice in your Aug. 28 issue.

Indecency in the broadcast medium, contrary to what Mr. DeBoice says, is not merely "milder stuff." The FCC definition of indecency he quotes includes sexually explicit copulations in color on TV, sodomy, masturbation, fellatio, cunnilingus and bestiality. If only obscenity were prescribed, the above would be leagalized. To determine if such programs were obscene it would be necessary to (1) View the program "as a whole" to determine if it appeals to the prurient interest and (2) Determine if it has serious literary artistic, political or scientific value "taken as a whole." In the meantime they are in your living room copulating in color. The American people will not sit still for this nor will the Supreme Court.

Mr. DeBoice laments that the opposition to what he terms dealing "with sexual topics in increasingly frank open terms" (which appears to mean permitting indecency on TV) will turn those interested in such matters to other delivery mechanisms and leave broadcasters "lagging behing both the times, and the competition with yesterdays cultural norms." In other words, as I interpret his remarks, if we don't permit indecency on radio and TV, the industry will not only lose a buck but will be living with standards no longer held by a majority of the population.

This, of course, is nonsense. There is no evidence that the American public wants to see sexually explicit copulation or sodomy on TV if "taken as a whole" it has serious literary or artistic value. The mere fact that there is a market for video nasties or cable porn in no way proves that this represents a community standard or that a majority of the population want this material. For example, about 4% of videos sold are of the x rated variety. This indicates that 96% of the purchasers will have nothing to do with them. Consider the fact that the Playboy channel ended up with 450,000 subscribers when it takes 770,000 to break even and is folding that effort in favor of pay-per-view (which will not show x rated videos). No, the country refuses to go down the cultural drain. The moral standards of this country are high. The patrons of an adult bookstore do not represent the community. The opposite is true. Decent people don't patronize such outlets.

It is indeed strange to argue that "In the broadcast indecency dispute broadcasters stand guard at the first breach in the wall of the First Amendment freedons" and are "acting in defense of their own liberty of speech", when Mr. DeBoice admits that the Supreme Court of the United States in *FCC vs. Pacifica* upheld the validity of 18 U.S.C. 1464 which prohibits indecent broadcasting specifically holding that it did not violate the First Amendment.

If broadcasters want to permit copulation in color on TV (which I doubt) the American people do not.—*Paul J. McGeady, general counsel, Morality In Media, New York.*

Making it CLeaR

EDITOR: Just wanted to let you know that we are one more station tremendously concerned about the average fare served on TV. Therefore, we have broadcast at no charge the 30-minute TV's *Sex and Violence: A Response* produced by Donald Wildman, Billy Melvin and CLeaR-TV.—*Wendell Baxter, general manager, WRVM(FM) Suring, Wis.*

EDITOR: I believe your Aug. 14 article entitled "UnCLeaR reception" does not fully represent the position of pro-family concerns around America.

I am writing to inform you KCRO radio is participating in making listeners aware of stations, networks and advertisers that broadcast programs and commercial matter detrimentasl to the preservation of traditional family values.

The family has always been the most basic building block in the foundation of American life and even though anti-family concerns will argue until they've no strength left to the contrary, those that drafted the original documents of government fot this country, including the Constitution and the Bill of Rights, intended that this country pattern its governmental procedures and laws after Judeo-Christian values.

The fact that these programs and commercials are aired at all is not tantamount to the success or failure of those behind the causes interested in preserving family values. My family watches more family and family-oriented videos than anything else—TV we can be sure is not polluted with the garbage that has weakened the fabric of American society to the breaking point and beyond.

Enough is enough. For those stations, networks and advertising concerns that choose to mock the pro-family community and continue to air disgusting program matter—so be it. Our listeners are also free to make a choice as to whether to patronize these concerns.—*Paul Rehm, general manager, KCRO(AM) Omaha.*

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